

## Relax There's More Than One Way To Get There

### 2002 Summer Workshop

by Jeff Aumell

An impressive list of workshop participants made their way to the WSRO Summer conference in Spokane last June. This conference gave members another opportunity to meet each other and share their rideshare and TDM knowledge. In particular, this workshop explored how transportation is affecting our health, how we can overcome auto addiction, creating a better environment for bicycles and pedestrians, and TDM strategies to revitalize communities.

WSRO members had a chance to participate in two mobile sessions 1) a tandem bicycle ride on the Spokane Centennial Trail and 2) a walking tour of Spokane. Each showed how transportation needs have helped shaped Spokane. Members also enjoyed a relaxing evening on the Spokane River Queen paddlewheel boat.



*Members enjoy a tandem bicycle ride on Spokane Centennial Trail*

### WSRO Fall Workshop

Thursday, November 21

Seattle, Washington

University of Washington, HUB East Ballroom

You will not want to miss out on this great opportunity! Keynote speaker Stephen Goddard, the prize winning author of "Getting There: The Epic Struggle between Road and Rail in the American Century" speaking on the history of transportation in the United States. Mr. Goddard describes how our society became auto-dependant and why this endangers American life and what we can do about it.

The conference will also include a professional development class on "Getting People to Yes!" An interactive workshop that will offer practical tips that you can use in your daily business.

Other workshop topics include TDM tools and parking management, new technologies for parking, carpool strategies to minimize abuse and maximize use. We will also hear from Mark Hallenbeck from the TRAC program speaking on "HOV operations and pending policy decisions in Washington".

Registration forms are available on the WSRO website at [www.wsdot.wa.gov/partners/wsro](http://www.wsdot.wa.gov/partners/wsro)

# 2002 WSRO Wall of Fame

by Jeff Aumell

Congratulations to Lisa Quinn and Randy Stearnes recipients of the 2002 WSRO Wall of Fame! Each year WSRO honors two members for their outstanding achievements and contributions to our organization.

Lisa and Randy are two members who have gone that "extra mile" to demonstrate their commitment to WSRO. Lisa and Randy were honored during the recent Washington State Public Transportation and Rail Conference.



**Lisa Quinn** has served the Washington State Rideshare Organization in several ways over a number of years. As an employee transportation coordinator, Lisa has used WSRO programs to promote Ridesharing at the University of Washington and the City of Tacoma. Lisa also served on the WSRO Board from 1999-2001 as Treasurer. Lisa is a dedicated cyclist and active member of our TDM community.



**Randy Stearnes**, the employee transportation coordinator for the Tacoma Public Utilities has been an active member of WSRO since 1996. Randy served on the WSRO Board from 2000-2001 as Vice-Chair Communications and is currently co-chair of the statewide Rideshare Week campaign. Randy certainly leads by example choosing to vanpool or riding the bus to work!

## Elections for 2003-2004 WSRO Board

According to the WSRO Bylaws, the organization's Board of Directors shall consist of five members. Terms shall be staggered with a minimum of two directors up for election each year.

The 2003 election process has already begun with a call for nominations. The official ballot and election will take place in early November. New this year, WSRO members will have the opportunity to vote electronically!

Two vacancies will occur on the Board as of 12/31/02. Outgoing Board Members are Susan Horst and Anne Ward-Ryan (completing Mika Imori's term). Continuing Board Members are Jeff Aumell, Mary Bryson, and Shari Yamane.

# Letter from the Chair

by Susan Horst

Washington State Ridesharing Organization is fourteen years old this year. Many of our members have been involved with ridesharing, transit and transportation demand management for that many years and longer.

Individually and collectively, WSRO members know a lot about helping people use alternatives to driving alone, but we don't always think of ourselves as experts. We carry around a self-image of where we started – ridesharing stepchildren of transit agencies where everyone around us had a larger budget and was focused on buses. We remember what it was like to work on TDM when no one knew what we're talking about, maybe even ourselves.

But Commute Trip Reduction has really changed our situation. It has given us bigger budgets, more customers and more co-workers. More importantly, CTR has clearly demonstrated how our work is making an important contribution to the overall transportation system. That contribution is gaining the attention of people inside and outside the transportation world. They're noticing how transportation impacts the goals that they're trying to achieve in their own fields of work, for better or worse.

In putting together the speakers for the summer workshop in Spokane, the WSRO Board specifically invited presenters who could illustrate the breadth of professional disciplines that are looking to benefit from our transportation expertise and to collaborate with us. Our opening speaker Dorothy Gist from the Washington State Department of Health, explained how the CDC is currently collecting data to establish a scientifically verifiable connection between automobile travel and reduced physical activity. She talked about the alarming increases in obesity in the United States and the related health risks. She spoke about programs springing up that are designed to encourage children to walk and ride their bikes to school. That's something we know how to do.

Spenser Havlick talked about the connections between transportation choices and vibrant cities. We heard how investments in transportation choices are making cities around the world more livable. We also heard from Michael Edwards, president of Spokane's downtown business association on how TDM efforts have helped business members thrive in their community.

Aubrey Davis, our transportation commissioner, presented us with the "top ten myths" about our transportation system. Commissioner Davis suggested that we use our expertise to serve as ambassadors for the transportation system – to help the people understand how it really works and to build support for an increasingly multi-modal system.

It's time for us to acknowledge our own expertise. Ridesharing programs, TDM planning, worksite trip reduction programs, school-based walking/biking programs, etc. are still pretty new areas, but we know the most about them. Others will benefit if we seek out opportunities to collaborate and we will all benefit.



**Conference participants engage in lively conversation during the dinner excursion on the Spokane River**



# My First WSRO Workshop

By Roberta Nelson  
Skagit Transit



It was new to me, the job title "Vanpool Coordinator" and all that entails, and then the opportunity to attend a WSRO workshop. After all I had just learned what WSRO meant.

After arriving in Spokane and checking the agenda that went from early morning until

evening, I realized the swimsuit in my suitcase would stay there. No time for relaxing on this trip. How did I ever think that was all my co-workers did on those 'fun' workshop trips?

The next thing I realized was how much I needed to learn including figuring out what CTR, TDM, ETC, OEM, CVC, TIB, ISTE, CMC, BTWD, and CDC meant. At least there wasn't a test at the end.

The amount and quality of information provided was impressive. Every minute was spent learning how to make alternative transportation available to improve the quality of life in the communities in which we live. The speakers and attendees were willing to share their valuable information and experience.

At the end of three days I was exhausted, but enthused with the knowledge I had gained and hoping to put all of it to good use. I came away knowing I had a network of supportive cohorts to contact any time and looking forward to the next WSRO workshop.

## 2002 WSRO Board of Directors

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